

**South Park Stakeholders Group –
District Identity and Streetscape Improvements (DISI) Committee Meeting
Tuesday, February 12, 2013, 4:00 PM
Villa Flores, 1020 Flower Street, Downtown Los Angeles, CA 90015**

Committee Members: Gary Warfel, Robin Bieker, Jessica Lall

Staff: Amanda Irvine

Consultant: Marco Li Mandri, Todd Howk

MINUTES:

Interim Committee Chair, Jessica Lall called the meeting to order at 4:10 PM. There were no public announcements or comments.

<i>Item</i>	<i>Discussion</i>	<i>Action taken?</i>
Review mission and vision	Todd: old mission was trying to apply to all things and all people, which made it too broad and not specific enough. Vision should be for the area, like you're already there, and the mission is a projection of the future. Mission and vision are looking good, not officially approved yet. "Evolve" is to be replaced by "support". Last sentence "Live" is changed to "be". "The place to be" as a tagline. "A legend in the making."	Todd will make the edits as necessary. Approved by consensus, pending stated edits. Final version will be presented at next Board meeting.
Review goals	Goals to be reviewed and reworked, but they will be flexible and change with time. Todd and Jessica will work together to complete revised list.	No action taken
District Marketing / Streetscape plan (Marco)	Marco presents on Little Italy's development and update. <i>Key takeaways:</i> Every corner in the area has become a "piazza" and the BID maintenance takes care of all plants. Tables, chairs, and umbrellas are all public domain. Public art. Historic event signs. Pedestrian signage, physical maps, streetlight banners, NBC would put up jumbotrons for Olympics in Russia in 2 years. One day Fiesta event. All special events are revenue producers for BID. Gross \$400,000 from farmers market per year. Trick or treating along the street. Holiday displays like hay bales and pumpkins, nutcrackers/toy soldiers, Christmas tree, photos with Santa Clause, Carnivalli event (venetian mask festival), Memorial piazza, parklets. Magnificent Mile in Chicago flower arrangements, Bryant Park's moveable chairs,	No action taken

	<p>Simple things like wreathes, planters.</p> <p>FOR SOUTH PARK – Fig and Pico as most public areas, 12th, 11th, Olympic, Hope, Grand are the highest grossing. Gary proposes a prototype area, such as Grand and 11th. Marco states best to hire and train people to do it specifically internally, i.e. South Park Gardening Crew. Photos and time lapse videos of before and after (AEG, LA Live). Documenting specifics in photos of existing conditions. Jessica will talk to BSS about if there are restrictions for putting tables, chairs, and planters in streets. Amanda will begin photo-documenting the area.</p>	
Website updates	RFP has been drafted for website design and construction. Will have a proposal for next DISI committee meeting.	Robin motions to approve the RFP for website development. All approve, none oppose.
Social media update	Amanda has created Twitter, Facebook, and Flickr accounts and connected them to the website. Temporary logo is in use in all social media loc. Promoting to the public and getting a good response.	No action taken
AEG Creative Services	Todd has two great logo designers and has given in a lot of thought, and would like to do it. Amanda has drafted an RFP for a branding concept. Todd proposes that he bids on the RFP along with the public, which would include a brand guide. Todd estimates brand package could be ready by the end of March. Proposal must have a not-to-exceed amount for DISI committee to approve.	No action taken
Parklets Update	Amanda reports on the state of parklet development in LA and around the country. Has made connections with those responsible in LA, and is beginning assessment of possible locations.	No action taken
Database Update	CBD has obtained a NEAT organizer for scanning and inputting business cards quickly. Clean and safe competition underway to obtain as many contacts as possible. All contacts are being coded and put into a growing database.	No action taken
Other items	Jessica will see if we have the authority to paint the street lights. Jessica and Gary will work on a cashflow line item budget. Discussion on CBD vs. BID in naming the organization. Decision is to stay with CBD and break from the mold.	No action taken.
Next Meeting	Tuesday, March 5, 4pm	

NEXT STEPS:

- **Todd** will:
 - Make suggested edits to mission and vision
 - Create a proposal for CBD branding package
- **Jessica** will:
 - Speak with street services re: painting of light poles, planters, and street furniture
 - Work with Gary on a line-item budget for DISI
- **Amanda** will:
 - Photo document and map the area re: parklet locs, sidewalk status/repairs, etc.
 - Begin to solicit for web design firms
- **Marco** will:
 - Collect realistic pricing of street amenities for pilot project

Minutes taken by Amanda Irvine, staff.